

A Page Devoted to the Automobile Industry



Gift! Why not a Ford? You couldn't make a better gift to the whole family. It's a pleasure car—a business car—an all around, serviceable car—an economical car. It's the family car the world over. Drive yours home to-day.

Five hundred dollars is the new price of the Ford runabout; the touring car is five fifty; the town car seven fifty—f. o. b. Detroit, complete with equipment. Get catalog and particulars from Kaeler Motor Co., Broad and Ryland.

SHIPPING RECORD BROKEN BY BUICK PACKARD BREAKS PREVIOUS RECORD

On November 16, the Buick record for trainload shipments was broken.

There were eight-eight carloads in the train, a total of 418 Buicks, shipped by the Howard Automobile Company, Buick distributor for California.

The train steamed out of the Buick factory yards behind two consolidated locomotives and was covered by one sight-draft, which was paid by the Howard Automobile Company upon the arrival of this gigantic shipment on the coast.

At least fourteen more special trainloads will be shipped between this shipment and March 1, bona fide orders having already been accepted by the factory, and the traffic department has the shipping schedules already well under way.

These trainload shipments alone represent more than the total years output of the Buick factory.

The final factory is working under

contract to meet every demand

of the market for either cars, bodies,

trucks or parts. We have no bank

obligations whatsoever, and our net

earnings for the last fiscal year

amounted to \$2,125,452."

Sales of Packard vehicles during the month of November have eclipsed the record of any corresponding month since the Packard Motor Car Company started in business. According to an official estimate compiled this week, the total business for the month will be approximately \$1,284,000.

"The Packard Company is fortunate in having a new and attractive model to offer during this period of critical demand," says Alvan Macauley, vice-president and general manager. "Much of our present impetus is due to the '2-38,' which recently was put on the market. The twenty body styles offered with this chassis are causing more than the customary amount of comment. The '2-38' so far answers all the chief problems of design and construction that we feel justified in believing it to be a type which will endure practically unchanged for five years or more."

"These are transitional times in the motor-car industry. No concern manufacturing either cars or trucks can stay in business without its fair margin of profit. The business has reached a point where careful, conservative management is necessary to realize even a fair margin of profit."

"The Packard Company is confident of the future. Our volume of business this fall has exceeded our expectations, but our factory equipment and organization are in better shape than ever before to meet the inevitable demand of the market for either cars, bodies, trucks or parts. We have no bank obligations whatsoever, and our net

earnings for the last fiscal year amounted to \$2,125,452."

LINCOLN HIGHWAY INVades SCHOOLS

The subject of the Lincoln highway has invaded schools, colleges and women's clubs. From a dozen cities during the past month delegations have come to the national officers in Detroit for information relative to the organization, with statements that the Lincoln highway was to be the subject of various papers.

Contributions for the highway are also coming in an uninterrupted stream.

The latest is J. M. Goehring, president of the Council of the city of Pittsburgh. State officials have been appointed in nearly all of the States traversed by the highway, and the work of organization is progressing rapidly.

Local banks are being named as depositories for the funds collected in each section. Road marking is

going forward in a number of States, the work being in the charge of the county consuls.

Mitchell Shows Wonderful Power

Late wire from the nonmotor-stop reliability test with sealed hood, starting crank and self-starter, over the rugged roads of the Pittsburg District.

"I came to stop that engine," said Inspector of Public Safety Darley, as he turned off the switch of Mitchell in nonmotor-stop run. "I have completed 2,553 miles in 125 1/2 hours, averaging 20.2 miles per hour, including all stops for fuel, tire changes, etc. Could easily have made 5,000, as engine was running perfectly. No water added to radiator during long grind."

"ALL-WEATHER" TIRE INVENTED

Hereafter a popular type of product of the Goodyear Tire and Rubber Company, Akron, Ohio, is to be known as the "All-Weather" tread tire. This name takes the place of "Non-Skid" as descriptive of the skidless type of Goodyear tire.

Only a few years ago non-skid designs for tire treads were considered a novelty by motorists. The automobile public next begin buying non-skids for use in winter, or under special weather conditions, and now there is general recognition of the fact that a tire tread, if properly constructed, can insure safety and additional miles at all seasons, under a multitude of conditions.

The proportion of Goodyear "Non-Skids" sold to total Goodyear tire sales, has been increasing by leaps. This sale is no longer a seasonal matter, but keeps up the year round. The tire users have come to realize that the Goodyear "Non-Skid" is useful, safe, and economical in all weather, hence the change of name.

There is change in the tread design itself. It presents the same edges and angles, and offers the same strong resistance to skidding on any surface. These edges remain sharp under wear, and the raised blocks widen out at the base, distributing the strain to the tire fabric evenly—as in smooth tread tires. The blocks are distributed regularly, with their points in the direction of travel, insuring smooth riding.

The growth of the Goodyear "Non-

Skid" from a reasonable proposition a few years ago to an actual "All-Weather" tire for thousands of motorists, is considered noteworthy tribute to this feature of Goodyear experience and building skill.

New Record Made.

A Ford Model T has established a new record for the ascent of Pike's Peak. On September 2 the car driven by Oliver W. Hall, of Denver, started from the Cascade post-office at the foot of the famous mountain. The start was made at 2:15 A. M., and the Summit House was reached at 12:58, or rather the telegraph office, for it was the official checking point.

The elevation is 14,147 feet above the sea, but many miles were covered in reaching the top. The road was in very bad shape as it has never been repaired since the old stage coach days. In places the grade exceeds 25 percent, and in some spots it was necessary to "jump" the car six to ten feet at a time. The descent was made in pouring rain, which increased the difficulties of the down trip. In establishing the new record the Ford beat the best previous record for the team by forty-six minutes. The former record was made by a far more powerful car than the Ford.

Entertainers Commerce Board.

James Couzens, who takes enough time from his duties as general manager of the Ford Motor Company to fulfill the duties of president of the Detroit Board of Commerce, recently entertained at the big Ford plant at Detroit members of the Boards of

Commerce of Chicago, Cleveland, Pittsburgh, Buffalo and Toledo. They were in Detroit for the meeting of the United States Chamber of Commerce.

Some London Ford Owners.

The Ford branch in London has been compiling a most interesting list of distinguished owners of Ford cars in England.

Here are some of the prominent men and women who are proud to use Ford.

Lord Balfour, Sir John Maxwell, Sir Gervaise, Sir Arthur Aspell de Broke, Lady Constance Barne, Sir George Dashwood, Lord Playfair, C. V. O., Sir John Fowler, Bart.; General Hickie, Sir J. Lentaigne, Sir William Smyly, Admiral Winslow, the Lord Chancellor of Ireland, Sir John Operts, Baron Islington, Sir John Barton, Sir William Austin, the Bishop of Derby, Hon. B. Walsh, Sir V. Nash, D. L., the Lord Bishop of Limerick, Judge Brugge, Lady Edwina Lewin, Lady Mary Bevan, Sir Robert Wilmet, Bart.; Lord Hotham, the Hon. Hood, the Earl of Carrick, Sir James Kingston Fowler, M. D., Lady Russell, Sir W. G. D. Gott, Bart.; J. P. D. L., Major-General R. A. Montgomery, Archdeacon Dodshon.

Cupid in a Cole

James Couzens, who takes enough time from his duties as general manager of the Ford Motor Company to fulfill the duties of president of the Detroit Board of Commerce, recently entertained at the big Ford plant at Detroit members of the Boards of

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SONG WRITTEN TO COLE MOTOR CAR

"Cupid in a Cole" is the title of a

song of popular composition presented to the Cole Motor Car Company, of Indianapolis, by Mrs. Charles A. Yeager, of Los Angeles. This ardent feminine motorist of Southern California probably never suspected she was so near to the truth when she wrote the clever song. The title, especially, is appropriate at this time.

Cupid has found time to abduct his mate, the girl of the slender motor car builder, and to make his prisoner felt with considerable force. In fact, a review of the past few weeks makes it look like he was on a rampage.

John A. Murphy, assistant secretary, started the riot. Then Ed. F. Harris, field sales manager, looked longingly at the state of married bliss. He slipped off to Los Angeles. In a few days we can see that he had joined the ranks of the married. Next, he comes with thus disrupting the sales organization, general Daniel "sold" T. E. Byrne, another member of the sales department.

Cupid's pranks were not confined exclusively to the male members of the Cole. No, indeed. Murphy doubly crippled the force by taking as his wife Miss Alice Wilson, secretary to H. C. Lathrop, head of the Indiana sales department. And right after Byrne stole away to Cincinnati to get married, Miss Roeder, who used to take charge of the contingent, complained of her beloved one. She showed no more consideration than the rest of them, so she "resigned to get married."

It is whispered that the pranks of Cupid have not stopped there. 'Tis said other marriages are scheduled for the near future. Mr. Cole, despite the temporary disorganization caused by so many honeymoons, is glad of the change. He sees in this turn of affairs another step toward "standardization." Now nearly every department head in his organization is married.

It's the prince of cars—and car of

princes. Two grand dukes and

nineteen princes drive Fords in

Russia. And the sturdy car is as

popular with both classes and

masses the world over. Its un-

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Five hundred dollars is the new price of the

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Specifications

Electric head, side,
tail and dash lights
Storage battery
35 Horsepower motor
114-inch wheelbase
Timken bearings
Three-quarter floating
rear axle
33 x 4 Q. D. tires
Cowl dash
Deeper upholstery

Specifications

Brewster green body
nickel and aluminum
trimmings
Mohair top, curtains
and boot
Clear-vision
windshield
Stewart speedometer
Electric horn
Flush U doors with
concealed hinges

Overland
\$950

Completely Equipped f. o. b. Toledo
With electric starter and generator—\$1075

Awarded "First Position" at the World's Greatest Automobile Show

THE extraordinary supremacy of the 1914 Overland has been officially recognized by the American Motor Car Manufacturers' Association.

This organization has awarded the Willys-Overland Company the position of honor at the great National 1914 Automobile Show which opens in the Grand Central Palace, New York City on January 3d.

Do you know that the people of over 50 nations are wiring, writing and cabling to Toledo for Overlands?

Do you know that in response to their repeated requests and urgent demands we are shipping from 50 to 60 carloads a day—which means 200 automobiles every day in the week?

Do you know that the 1914 Overland is today the most sought after car of its type in the entire civilized world?

Even in Detroit, the automobile hub of the world, there are more Overlands being sold than any other car of this type.

The Overland has made, established and won for Toledo with its individual plants alone, the title of the second greatest automobile city in the world.

Detroit, alone, leads and yet the 1914 Overland is outselling, even in Detroit, every competing car.

The Overland factories average 50 shipments to the average maker's one. The Overland factories will build 50,000 cars for 1914. This is more cars than all the factories of France; three times as many as all the factories of Germany and far

more than the combined factories of Italy, Holland, Russia and Sweden.

Has it ever occurred to you that there must be some substantial reason for such unparalleled success? There is, and here it is.

No other factory in the world can build a car the equal of the 1914 Overland for less than \$1200.

Our price—\$950.

That's the reason and the answer.

Now here are the facts.

The 1914 value is increased but the 1914 price is decreased!

The motor is larger—but the price is lower.

The wheelbase is longer—but the price is shorter.

The tires are larger—but the price is lower.

The new car has electric lights throughout—even under the dash—but the price is lower.

It is magnificently finished in dark Brewster green, with running boards and wheels to match, trimmed in polished nickel and aluminum—but the price is lower.

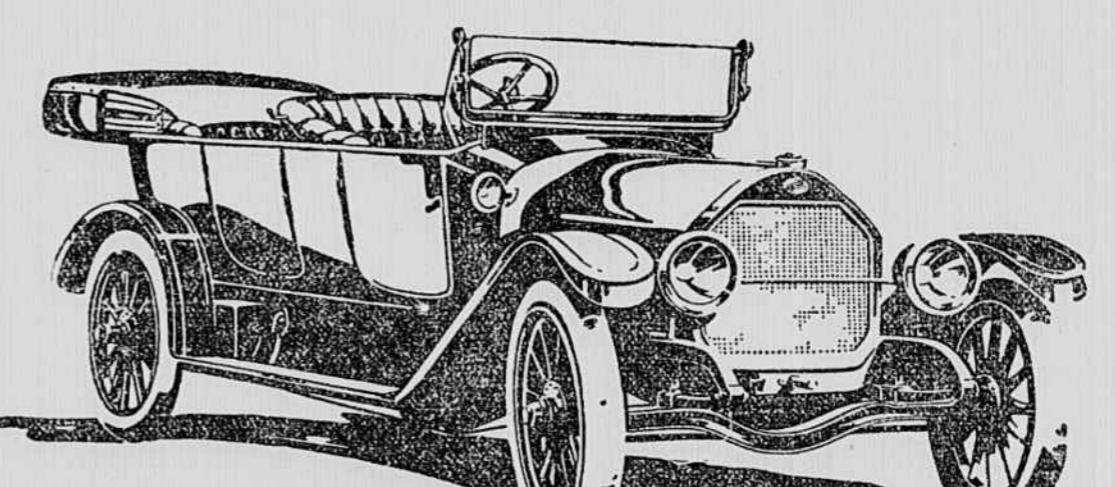
Then there is a larger tonneau, a jeweled Stewart Speedometer—a larger steering wheel, and deeper upholstery—but the price is lower.

Here you have the world's record automobile value—at a record breaking price.

There is an Overland dealer near you. See him today.

OVERLAND MOTOR COMPANY, Distributors, 114 W. Broad St.

The Willys-Overland Company, Toledo, Ohio



Manufacturers of the famous Garford and Willys-Utility Trucks. Full information on request.

SAFETY DEVICE ON REGAL CARS

Many a car has been wrecked and many a life lost by motor cars becoming stalled on street and steam car

White Motor Co., Inc.

Agents for

White Touring Cars, Trucks
and

Light Delivery Wagons;

Imperial Touring Cars;

Hupmobile Roadsters;

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Delivery Wagons.

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